

**COMPLETE LISTING OF THE CLAIMS WITH AMENDMENTS SHOWN**

Claim 1 (currently amended): A method for offering incentives related to ~~purchases~~ purchase transactions of media products or services over a communications network, said method comprising the steps of:

selecting a sponsor message to be associated with ~~the media product~~ a media product or a service, said sponsor message being selected from a plurality of sponsor messages, wherein each sponsor message ~~is associated with a product or a service provided~~ includes an advertisement by a sponsor, said advertisement being directed to a product or service by the sponsor other than the media product or service associated with the sponsor message, wherein said step of selecting includes verifying that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering to a consumer the media product or service for sale, wherein said offer for sale is made to the consumer over a communications network;

offering to said consumer an incentive related to the purchase of said media product or service on the precondition that the consumer agrees to first receive or interact with an ~~interposed communication~~ the advertisement;

~~receiving, from the consumer, a request to receive or interact with an interposed communication;~~

in response to receiving ~~the request from the consumer, facilitating the display of an~~  
acceptance of said offer from the consumer, presenting the selected sponsor message to the  
consumer over the communications network; and

if the sponsor message is an interactive message, presenting at least one query to the  
consumer;

providing the offered incentive to the consumer; and

recording the ~~transaction event with the consumer~~ presentation of the sponsor message to  
an activity log, said step of recording including updating the number of times the sponsor  
message has been presented; and

~~receiving payment from the sponsor of the sponsor message presented.~~

Claim 2 (canceled)

Claim 3 (currently amended): The method according to claim 1, wherein said incentive  
includes a discount on the purchase of said media product or service.

Claim 4 (original): The method according to claim 1, wherein said incentive includes  
paying for shipping charges related to the purchase of said product or service.

Claim 5 (previously presented): The method according to claim 1, wherein said incentive  
is providing the media product or service to the consumer free of charge.

Claim 6 (original): The method according to claim 1, wherein said incentive includes providing information to said consumer.

Claims 7-8 (canceled)

Claim 9 (original): The method according to claim 1, wherein said incentive includes in-store coupons.

Claim 10 (previously presented): The method according to claim 1, wherein said selected sponsor message is a multimedia presentation.

Claim 11 (previously presented): The method according to claim 1, wherein said selected sponsor message is one of an interactive survey, an audio message, a visual display, and an Internet website.

Claims 12-16 (canceled)

Claim 17 (original): The method according to claim 1, further comprising the step of requesting said consumer to provide identification information.

Claim 18 (previously presented): The method according to claim 17, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claims 19-23 (canceled)

Claim 24 (currently amended): The method according to claim 1, further comprising the step of providing the alternative option to the consumer of making payment to the content provider of the media product.

Claim 25 (currently amended): The method according to claim 1, wherein said media product is downloadable from the Internet by the consumer.

Claim 26 (previously presented): The method according to claim 1, wherein said communications network is one of the Internet, television cable network, telephone network, or satellite network.

Claim 27-55 (canceled)

Claim 56 (new): The method according to claim 1, said method further comprising receiving a payment from the sponsor of the sponsor message presented to the consumer.